

Appl. No. 09/920,236  
Amdt. Dated December 10, 2007  
Reply to Office Action of August 9, 2007

### REMARKS/ARGUMENTS

In the Non-final Office Action mailed August 9, 2007 ("the Office Action"), claims 1, 2, 4-12, 14, 15, 17, 20-26, and 29-34 are examined and rejected as follows:

- Claims 9-12 and 17 are rejected under 35 U.S.C. § 102(b), as allegedly anticipated by U.S. Patent No. 5,972,155 to Coopridner et al. ("the Coopridner patent").
- Claims 1, 2, 4-8, 14, 20-24, and 29-34 are rejected under 35 U.S.C. § 103(a), as allegedly obvious over the Coopridner patent in view of U.S. Patent No. 3,950,580 to Boudet ("the Boudet patent").
- Claims 15, 25, and 26 are rejected under 35 U.S.C. § 103(a), as allegedly obvious over the Coopridner patent.

Applicant respectfully traverses the rejections of claims 1, 2, 4-12, 14, 15, 17, 20-26, and 29-34 for the reasons set forth below.

The Office Action is the fifth Office Action on the merits in the present application. As noted in MPEP § 707.02:

The supervisory patent examiners should impress their assistants with the fact that the shortest path to the final disposition of an application is by finding the best references on the first search and carefully applying them. The *supervisory patent examiners are expected to personally check* on the pendency of each application which is up for the *third or subsequent* Office action with a view to finally concluding its prosecution.

Emphasis added. Accordingly, Applicant hereby requests that the Examiner obtain the Supervisory Primary Examiner's signature on any subsequent Office Action.

**The Invention**

Before addressing the specific claim limitations, it will be helpful first to briefly summarize the invention of the pending claims.

The present invention resides in printable media that includes an at least substantially opaque sheet defining a front side, a rear side, and a plurality of side edges. The at least substantially opaque sheet is an 8 ½ inch x 11 inch at least substantially opaque sheet, an 8 ½ inch x 14 inch at least substantially opaque sheet, or a 210 mm x 297 mm at least substantially opaque sheet. Also, the printable media includes at least one strip of adhesive material on one of the front and rear sides of the at least substantially opaque sheet adjacent to a first one of the plurality of side edges. In addition, the printable media includes a plurality of liners positioned over the at least one strip of adhesive material and adjacent to the first one of the plurality of side edges. One of the plurality of liners is located between the first one of the plurality of side edges and another one of the plurality of liners.

The present invention also resides in printable media that includes an at least substantially opaque sheet defining a width, a front side, a rear side, and a plurality of side edges. Also, the printable media includes a single strip of adhesive material defining a width that is less than the width of the at least substantially opaque sheet on one of the front and rear sides of the at least substantially opaque sheet adjacent to a first one of the plurality of side edges. In addition, the printable media includes a plurality of liners defining respective widths that are less than the width of the single strip of adhesive material, and positioned closely adjacent to one another over the single strip of adhesive material.

The present invention also resides in printable media that includes an at least substantially opaque sheet defining a front side, a rear side, and at least first and second intersecting side edges, where each of the first and second side edges define opposing

longitudinal ends, with one of the longitudinal ends of each of the first and second side edges defining a common longitudinal end. Also, the printable media includes a substantially continuous first strip of permanent adhesive material on one of the front and rear sides of the at least substantially opaque sheet adjacent to the first side edge and extending substantially from one longitudinal end of the first side edge to the other longitudinal end of the first side edge. In addition, the printable media includes a substantially continuous second strip of permanent adhesive material on the one of the front and rear sides of the at least substantially opaque sheet adjacent to the second side edge and extending substantially from one longitudinal end of the second side edge to the other longitudinal end of the second side edge.

The present invention also resides in printable media that includes a sheet defining a front side, a rear side, and at least first and second intersecting side edges, where each of the first and second side edges define opposing longitudinal ends. One of the longitudinal ends of each of the first and second side edges defines a common longitudinal end. Also, the printable media includes a plurality of first strips of adhesive material on one of the front and rear sides of the sheet adjacent to the first side edge and extending substantially from one longitudinal end of the first side edge to the other longitudinal end of the first side edge. In addition, the printable media includes a plurality of second strips of adhesive material on the one of the front and rear sides of the sheet adjacent to the second side edge and extending substantially from one longitudinal end of the second side edge to the other longitudinal end of the second side edge. Furthermore, the printable media includes a plurality of first liners respectively positioned over the plurality of first strips of adhesive material, and a plurality of second liners respectively positioned over the plurality of second strips of adhesive material.

The present invention also resides in printable media that includes a sheet defining a front side, a rear side and at least first and second intersecting side edges, where each of the first and second side edges define opposing longitudinal ends. One of the longitudinal ends of each of the first and second side edges defining a common

longitudinal end. Also, the printable media includes a first strip of permanent adhesive material on one of the front and rear sides of the sheet adjacent to the first side edge and extending substantially from one longitudinal end of the first side edge to the other longitudinal end of the first side edge. In addition, the printable media includes a second strip of permanent adhesive material on the one of the front and rear sides of the sheet adjacent to the second side edge and extending substantially from one longitudinal end of the second side edge to the other longitudinal end of the second side edge. Furthermore, the printable media includes first and second liners respectively covering the first and second strips of adhesive material and including mitered ends adjacent to the common longitudinal end of the first and second side edges.

The present invention also resides in printable media that includes a sheet defining a front side, a rear side and at least first and second intersecting side edges, each of the first and second side edges defining opposing longitudinal ends, where one of the longitudinal ends of each of the first and second side edges defining a common longitudinal end. Also the printable media includes a first strip of permanent adhesive material on one of the front and rear sides of the sheet adjacent to the first side edge and extending substantially from one longitudinal end of the first side edge to the other longitudinal end of the first side edge. In addition, the printable media includes a second strip of permanent adhesive material on the one of the front and rear sides of the sheet adjacent to the second side edge and extending substantially from one longitudinal end of the second side edge to the other longitudinal end of the second side edge. Furthermore, the printable media includes first and second liners respectively covering the first and second strips of permanent adhesive material, and a liner corner member adjacent to the common longitudinal end of the first and second side edges.

The present invention also resides in a printable media that includes an at least substantially opaque sheet defining a front side, a rear side, first and second horizontally extending side edges, and first and second vertically extending side edges, where each of the side edges defining opposing longitudinal ends. Also, the printable media includes a

horizontally extending strip of pressure sensitive adhesive on the rear side of the at least substantially opaque sheet adjacent to the first horizontally extending side edge and extending substantially from one longitudinal end of the first horizontally extending side edge to the other longitudinal end of the first horizontally extending side edge. In addition, the printable media includes a vertically extending strip of pressure sensitive adhesive on the rear side of the at least substantially opaque sheet adjacent to the first vertically extending side edge and extending substantially from one longitudinal end of the first vertically extending side edge to the other longitudinal end of the first vertically extending side edge. Furthermore, the printable media includes a plurality of closely spaced horizontally extending release liners together covering at least a substantial majority of the horizontally extending strip of pressure sensitive adhesive, and a plurality of closely spaced vertically extending release liners together covering at least a substantial majority of the vertically extending strip of pressure sensitive adhesive.

**The Rejection of Claims 9-12 and 17 Based on the Coopriders Patent**

On pages 3 and 4 of the Office Action, independent claims 9 and 17, and dependent claims 10, 11, and 12 are rejected under 35 U.S.C. § 102(a), as allegedly anticipated by the Coopriders patent. Applicant respectfully traverses this rejection of claims 9-12 and 17.

As noted in the Abstract, the Coopriders patent discloses a "repositionable, adhesively mounted, blank signage sheet including . . . repositionable adhesive strips . . ." The teaching of the Coopriders patent focus exclusively on the signage sheet having a repositionable adhesive that allows the signage sheet to be "repeatably attached to and removed from various surfaces without significant loss in adhesive strength, without leaving adhesive residue upon the surface, and without destruction of the substrate." Column 2, lines 43-50, of the Coopriders patent. See also, column 1, lines 31-35, of the Coopriders patent.

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Regarding the Cooprider patent, on page 3 of the Office Action, the Examiner states the following:

Cooprider relates to a printable media (figure-1) comprising an at least substantially opaque sheet (20 and col. 4, lines 46-67) defining a front side, a rear side and at least first and second intersecting side edges (figure-3 shows a first side, a second side, and figure-1 shows the sheet having first and second intersecting side edges), each of said first and second edges defining opposing longitudinal ends (figure-1 shows the side edges to have opposing longitudinal ends), one of longitudinal ends of each of the first and second longitudinal side edges defining a common longitudinal end (as shown in figure-1); a substantially continuous first strip of adhesive (40) material on one of the front and rear sides of the at least substantially opaque sheet adjacent to the first side edge (24) and extending substantially from one longitudinal end of the first side edge to the other longitudinal end of the first side edge; and a substantially continuous second strip of adhesive material (col. 5, lines 17-20) on one of the front and rear sides of the at least substantially opaque sheet adjacent to the second side edge (21) and extending substantially from one longitudinal end of the second side edge to the other longitudinal end of the second side edge.

The Examiner's reliance on the Cooprider patent is misplaced because the Cooprider patent *fails* to teach or suggest a "first strip of permanent adhesive material," much less a "first strip of permanent adhesive material . . . and a . . . second strip of permanent adhesive material," as required by amended independent claims 9 and 17. For this reason, Applicant submits that the § 102 rejection of amended independent claims 9 and 17, and dependent claims 10-12, is improper and should be withdrawn.

**The Rejection of Claims 1, 2, 4-8, 14, 20-24, and 29-34 Based on the Cooprider Patent in View of the Boudet Patent**

On pages 4-6 of the Office Action, independent claims 1, 7, 14, and 20, and dependent claims 2, 4-6, 8, 21-24, and 29-34, are rejected under 35 U.S.C. § 103(a), as allegedly obvious over the Cooprider patent in view of the Boudet patent. Applicant respectfully traverses this rejection of claims 1, 2, 4-8, 14, 20-24, and 29-34.

The Boudet patent discloses a transparent sheet of film that is bonded to an envelope and that provides an enclosure into which is placed a sheet having address information for the envelope (see the Abstract of the Boudet patent). Three edges of the transparent sheet of film are glued to the envelope (see column 1, lines 52-56, of the Boudet patent). The fourth edge of the transparent sheet of film includes adhesive strips that are covered by a film strip and facilitate the bonding of the fourth edge to the face of the envelope (see column 1, lines 47-51). The fourth edge is configured to allow for the reengagement of the fourth side of the transparent sheet of film to the envelope after removal of a portion of the fourth side that is bonded to the face of the envelope (see column 1, lines 62-65). Thus, a user has to tear off a portion of the transparent sheet of film to gain access to the sheet having the address information for the envelope. Accordingly, in the Boudet patent, all four edges of the transparent sheet are permanently bonded to the underlying envelope.

Regarding the Boudet patent, on page 5 of the Office Action, the Examiner states the following:

Boudet discloses [sic] sheet with a plurality of liners (4, 5) positioned over the at least one strip of adhesive material and adjacent to one [sic] a first one of the plurality of side edges with one of the plurality of liners located between the first one of the plurality of side edges and another one of the plurality of liner [sic] (as shown in the drawings).

In forming the § 103 rejection of independent claims independent claims 1, 7, 14, and 20, and dependent claims 2, 4-6, 8, 21-24, and 29-34, the Examiner *erroneously* assumed that one having ordinary skill in the art would have been led to combine the disparate teachings of the Coopridier and Boudet patents. It would *not* have been obvious to one having ordinary skill in the art at the time the invention was made to combine the repositionable signage taught in the Coopridier patent with the transparent sheet of film that is bonded to the surface of an envelope taught in the Boudet patent due to their disparate designs and uses.

As noted previously, the Cooprider patent teaches a repositionable signage that is configured to display information on its surface and to be repeatably attached and removed from a supporting surface. The Cooprider patent exclusively teaches the use of an adhesive that can be used to repeatably reposition and attach the signage to the supporting surface without loss of adhesive strength, without residue, and without destruction of the surface. Thus, the Cooprider patent teaches against the use of a permanent adhesive, which is taught in the Boudet patent. In fact, the transparent sheet of film taught in the Boudet patent is configured to be bonded, i.e., glued, in a secure manner to an envelope, to support a sheet having address information for the envelope, and to allow for an individual to view the address information through the transparent sheet of film. If an individual wishes to gain access to the sheet having the address information after the transparent sheet of film is bonded to the envelope, the individual has to eliminate, e.g., tear, a portion of the edge of the transparent sheet (see column 1, lines 62-65).

Accordingly, because the Cooprider patent and the Boudet patent teach disparate technologies, i.e., signage and a transparent sheet of film that is used for mailing purposes, respectively; and the disparate technologies taught in the Cooprider and Boudet patents utilize disparate adhesive types, i.e., a repositionable adhesive in the Cooprider patent in comparison to a permanent adhesive in the Boudet patent, it appears that the Examiner's obviousness conclusion is based on Applicant's specification (hindsight reconstruction). For this reason, Applicant submits that the § 103 rejection of independent claims 1, 7, 14, and 20, dependent claims 2, 4-6, 8, 21-24, and 29-34, is improper and should be withdrawn.

Even if one of ordinary skill in the art at the time the invention was made *erroneously* combined the teachings of the Cooprider and Boudet patents, the resulting combination would *not* teach or suggest the requirements of independent claims 14 and 20. In particular, *neither* the Cooprider patent *nor* the Boudet patent, individually or in combination, teach or suggest a "a plurality of first strips of adhesive material . . . a



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plurality of second strips of adhesive material . . . a plurality of first liners respectively positioned over the plurality of first strips of adhesive material . . . and a plurality of second liners respectively positioned over the plurality of second strips of adhesive material,” as required by independent claim 14, and thus, dependent claims 23 and 24; or “a horizontally extending strip of pressure sensitive adhesive . . . a vertically extending strip of pressure sensitive adhesive . . . a plurality of closely spaced horizontally extending release liners together covering at least a substantial majority of the horizontally extending strip of pressure sensitive adhesive; and a plurality of closely spaced vertically extending release liners together covering at least a substantial majority of the vertically extending strip of pressure sensitive adhesive,” as required by independent claim 20, and thus, dependent claims 29-33. In fact, on pages 4 and 5 of the Office Action, the Examiner admits the following:

Cooprider, as discussed above, fails to teach the presence of a plurality of liners positioned over the at least one strip of adhesive material and adjacent to one [sic] a first one of the plurality of side edges with one of the plurality of liners located between the first one of the plurality of side edges and another one of the plurality of liners.

Accordingly, *neither* the Cooprider patent *nor* the Boudet patent, *nor* the combination of the Cooprider and Boudet patents, teach or suggest the requirements of independent claims 14 and 20, or dependent claims 23, 24, and 29-33. For this additional reason, Applicant submits that the § 103 rejection of independent claims 14 and 20, and dependent claims 23, 24, and 29-33, is improper and should be withdrawn.

#### **The Rejection of Claims 15, 25, and 26 Based on the Cooprider Patent**

On page 7 of the Office Action, independent claim 15, and dependent claims 25 and 26, are rejected under 35 U.S.C. § 103(a), as allegedly obvious over the Cooprider patent. Applicant respectfully traverses this rejection of claims 15, 25, and 26.

As previously discussed, the Examiner’s reliance on the Cooprider patent is misplaced because the Cooprider patent *fails* to teach or suggest “a first strip of

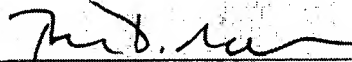
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permanent adhesive material," much less "a first strip of permanent adhesive material . . . [and] a second strip of permanent adhesive material," as required by amended independent claim 15. For this reason, Applicant submits that the § 102 rejection of amended independent claim 15, and dependent claims 25 and 26, is improper and should be withdrawn.

### Conclusion

This application should now be in condition for a favorable action. Applicant respectfully requests entry of this Amendment and an early allowance of all claims herein. If for any reason the Examiner finds the application other than in allowance, the Examiner is requested to call the undersigned attorney at the below telephone number to discuss the steps necessary for placing the application in condition for allowance. Payment for fees due in connection with the filing of this amendment is made via credit card. In the event of a payment deficiency, or if additional fees are due, please charge any underpayment or additional fees to Avery Dennison's Deposit Account No. 013025.

Respectfully submitted,  
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